



WPTV

ORDER

Print Date 10/11/12

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Flight Dates 10/10/12-10/24/12

Contract / Revision 314303 /

Original Date / Revision
10/09/12 10/10/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1226 :60

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 305500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	183300
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	64	\$103,870.00	\$122,200.00	0.00
Totals	64	\$103,870.00	\$122,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/24/12	64	\$103,870.00	\$122,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/10/12	10/10/12	M-F 11-12n M-F 11-12n	CM	11a-12p	-- 1----	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/10/12	10/16/12	-- 1----		1		\$700.00		0.00					
N 2	WPTV	10/10/12	10/10/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-- 1----	1:00	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/10/12	10/16/12	-- 1----		1		\$1,000.00		0.00					
N 3	WPTV	10/10/12	10/10/12	M-F 730-8p M-F 730-8p	CM	730-8p	-- 1----	1:00	1	\$1,900.00	FX	0.00	NM	1	\$1,900.00



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Contract / Revision **314303** Flight Dates **10/10/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **1226 :60**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/10/12	10/10/12	M-F 730-8p M-F 730-8p	CM	730-8p	-- 1----	1:00	1	\$1,900.00	FX	0.00 NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/10/12	10/16/12	-- 1----	1		\$1,900.00		0.00					
N 4	WPTV	10/10/12	10/23/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	1:00	5	\$1,000.00	FX	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/10/12	10/16/12	1---1--	2		\$1,000.00		0.00					
Week:		10/17/12	10/23/12	-1-1---	2		\$1,000.00		0.00					
N 5	WPTV	10/11/12	10/24/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	1:00	5	\$2,400.00	FX	0.00 NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	---1---	1		\$2,400.00		0.00					
Week:		10/15/12	10/21/12	-1--1--	2		\$2,400.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$2,400.00		0.00					
N 6	WPTV	10/10/12	10/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	----1--	1:00	1	\$3,000.00	FX	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/10/12	10/16/12	----1--	1		\$3,000.00		0.00					
N 7	WPTV	10/15/12	10/24/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	1:00	5	\$1,900.00	P-1	0.00 NM	3	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	1-1----	2		\$1,900.00		0.00					
Week:		10/22/12	10/28/12	-1-----	1		\$1,900.00		0.00					
N 8	WPTV	10/10/12	10/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	1:00	1	\$1,450.00	FX	0.00 NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/10/12	10/16/12	-----S-	1		\$1,450.00		0.00					
N 9	WPTV	10/15/12	10/21/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	1:00	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-	1		\$1,000.00		0.00					
N 10	WPTV	10/15/12	10/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	1:00	5	\$1,300.00	FX	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--1-1--	2		\$1,300.00		0.00					
Week:		10/22/12	10/28/12	-1-----	1		\$1,300.00		0.00					
N 11	WPTV	10/15/12	10/24/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	1:00	5	\$700.00	P-1	0.00 NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	--1-1--	2		\$700.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$700.00		0.00					
N 12	WPTV	10/15/12	10/24/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	1:00	5	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---1---	1		\$1,000.00		0.00					
Week:		10/22/12	10/28/12	1-1---	2		\$1,000.00		0.00					
N 13	WPTV	10/11/12	10/24/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	1:00	5	\$1,200.00	P-1	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----1--	1		\$1,200.00		0.00					
Week:		10/15/12	10/21/12	1--11--	3		\$1,200.00		0.00					



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Contract / Revision **314303** **Flight Dates** **10/10/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** **Product** **Allen West for Congress**

Estimate # **1226 :60**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N13	WPTV	10/11/12	10/24/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	1:00	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$1,200.00		0.00			
N14	WPTV	10/11/12	10/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	1---1--	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--					1	\$3,200.00		0.00			
Week:		10/15/12	10/21/12	-----					0	\$3,200.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$3,200.00		0.00			
N15	WPTV	10/15/12	10/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	--11---	1:00	2	\$1,900.00	P-1	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--11---					2	\$1,900.00		0.00			
N16	WPTV	10/11/12	10/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	-1-1---	1:00	2	\$3,200.00	FX	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$3,200.00		0.00			
Week:		10/15/12	10/21/12	-1-----					1	\$3,200.00		0.00			
N17	WPTV	10/15/12	10/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	1111---	1:00	4	\$3,600.00	FX	0.00	NM	4	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	111----					3	\$3,600.00		0.00			
Week:		10/22/12	10/28/12	1-----					1	\$3,600.00		0.00			
N18	WPTV	10/11/12	10/21/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	1:00	1	\$1,700.00	FX	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,700.00		0.00			
Week:		10/15/12	10/21/12	-----S-					1	\$1,700.00		0.00			
N19	WPTV	10/11/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	1:00	1	\$1,700.00	FX	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,700.00		0.00			
Week:		10/15/12	10/21/12	-----S					1	\$1,700.00		0.00			
N20	WPTV	10/15/12	10/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	1---1--	1:00	2	\$1,900.00	FX	0.00	NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1---1--					2	\$1,900.00		0.00			
N21	WPTV	10/11/12	10/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	1:00	5	\$2,050.00	P-1	0.00	NM	4	\$8,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---					1	\$2,050.00		0.00			
Week:		10/15/12	10/21/12	1-1-1--					3	\$2,050.00		0.00			
N22	WPTV	10/11/12	10/14/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	1:00	1	\$2,050.00	P-1	0.00	NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,050.00		0.00			
N23	WPTV	10/15/12	10/21/12	Su 1130p-1205a after NFL 1130p-12x After NFL	NM	1130p-1205a	-----S	1:00	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,500.00		0.00			
N24	WPTV	10/11/12	10/24/12		CM	1135p-1235a	11111--	1:00	5	\$1,150.00	FX	0.00	NM	4	\$4,600.00



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Contract / Revision **314303** Flight Dates **10/10/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress**

Estimate # **1226 :60**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1135p-1235a											
				M-F 1135p-1235a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--- 1---					1	\$1,150.00		0.00			
		Week: 10/15/12	10/21/12	- 1- 1---					2	\$1,150.00		0.00			
		Week: 10/22/12	10/28/12	-- 1----					1	\$1,150.00		0.00			
N25	WPTV	10/22/12	10/24/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	1:00	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$8,000.00		0.00			
N26	WPTV	10/15/12	10/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	1:00	1	\$2,150.00	FX	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$2,150.00		0.00			
N27	WPTV	10/15/12	10/24/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	1:00	5	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1---1--					2	\$700.00		0.00			
		Week: 10/22/12	10/28/12	- 1-----					1	\$700.00		0.00			
N28	WPTV	10/11/12	10/11/12	NBC Thursday Prime vp debate	CM	8-11p (9:00 PM-11:00 PM)	--- 1---	1:00	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--- 1---					1	\$8,000.00		0.00			
N29	WPTV	10/21/12	10/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$650.00		0.00			
													Totals	64	\$122,200.00